

ABSTRACT

The growth in the creative economy is the fastest so that it triggers competition in the same field to get the target. Ace Bro, which is a photography, videography, and creative design service provider that was founded in early 2020, uses Instagram as a marketing medium to increase brand awareness and attract Instagram users to use their services. Instagram social media is used because their target market is teenagers to adults who use photography, videography, or creative design services. The decline in sales experienced by Ace Bro was the initiation of this research on the design of improving Ace Bro's Instagram social media as an online marketing medium. The percentage of public knowledge of the Ace Bro brand as a provider of photography, videography, and creative design services is low. Therefore, the benchmarking method is used in this study to find out more deeply about the use of Instagram as an online marketing medium to increase brand awareness. The data processing process in this study uses the Analytical Hierarchy Process (AHP) which aims to determine benchmark partners with criteria including posts, profiles, captions, and stories which are features in Instagram social media along with 12 sub-criteria obtained based on Voice of Customer (VoC) and literature study. The results of this study are in the form of recommendations for improving Ace Bro's Instagram social media by considering the ability of Ace Bro as their online marketing medium. The benefits of this research are the improvement design for Instagram Ace Bro, and as a reference for further research on Instagram social media as an online marketing media.

Kata kunci : Ace Bro, Instagram, Benchmarking, Analytical Hierarchy Process, Voice of Customer